

THE FIFTH ANNUAL COLLECTION OF

MAD

OUR PRICE

50c

CHEAP

FOLLIES

AND OTHER ACTS OF IDIOCY FROM PAST ISSUES



FEATURING A SPECIAL DIE-CUT, PUNCH-OUT BONUS:

MAD STENCILS

READY FOR IMMEDIATE MISUSE WITH PENCIL, CRAYON OR SPRAY PAINT

Clarissa Peabody consulted "Sam Foureyes" when she found lipstick smears on her husband's shirt. Sam went to work, followed his client's husband, checked his daily activities, discovered that the lipstick was actually Clarissa's. Results: The Peabodys have given up wrestling. Another successful case closed by "Sam Foureyes". Call him at QU 9-1069.



Photography by Lester Krauss

Be suspicious!

When he starts working late at the office a lot,
 And he takes more business trips than usual,
 And he comes home reeking of cheap perfume,
 And you discover that lipstick smear on his collar,
 Don't shrink from the hard cold facts! It's time to call in • **SAM FOUREYES** •
 Clever, eh—parodying a famous Fabric Processor's ad and turning it into a
 Well, that's exactly what Sam is . . . clever.
 A clever Private Detective.
 So if you've got problems with your husband like this lady,
 Don't be a drip! Air your dirty linen to "Sam Foureyes".
 Sam will get the goods on him!



THE FIFTH ANNUAL
**COLLECTION OF
 MAD
 FOLLIES**

★ ————— ★
**ALSO BLUNDERS,
 BOMBS AND OTHER
 ACTS OF IDIOCY
 FROM PAST ISSUES**

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ART DIRECTOR:
 John Putnam



PRODUCTION:
 Leonard Brenner

EDITORIAL ASSOCIATES:
 Jerry DeFuccio, Nick Meglin

CONTRIBUTING ARTISTS AND WRITERS:
 The Usual Gang of Idiots

FINK



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 fiction and semi-fiction are fictitious. A similarity without a satiric purpose to a
 living person is a coincidence. Printed in the U. S. A.

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**WHO ARE
THE
DISASTER
VICTIMS
THAT
NOBODY
EVER
HELPS?**

Artist and Writer:
Al Jaffee

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

U.S. Government Agencies, The American Red Cross and Public Welfare people are quick to rush aid to disaster victims. And yet, one group of miserable unfortunates suffers year in and year out without a drop of aid from anyone. Fold in page as shown to see just who these poor miserable wretches are:

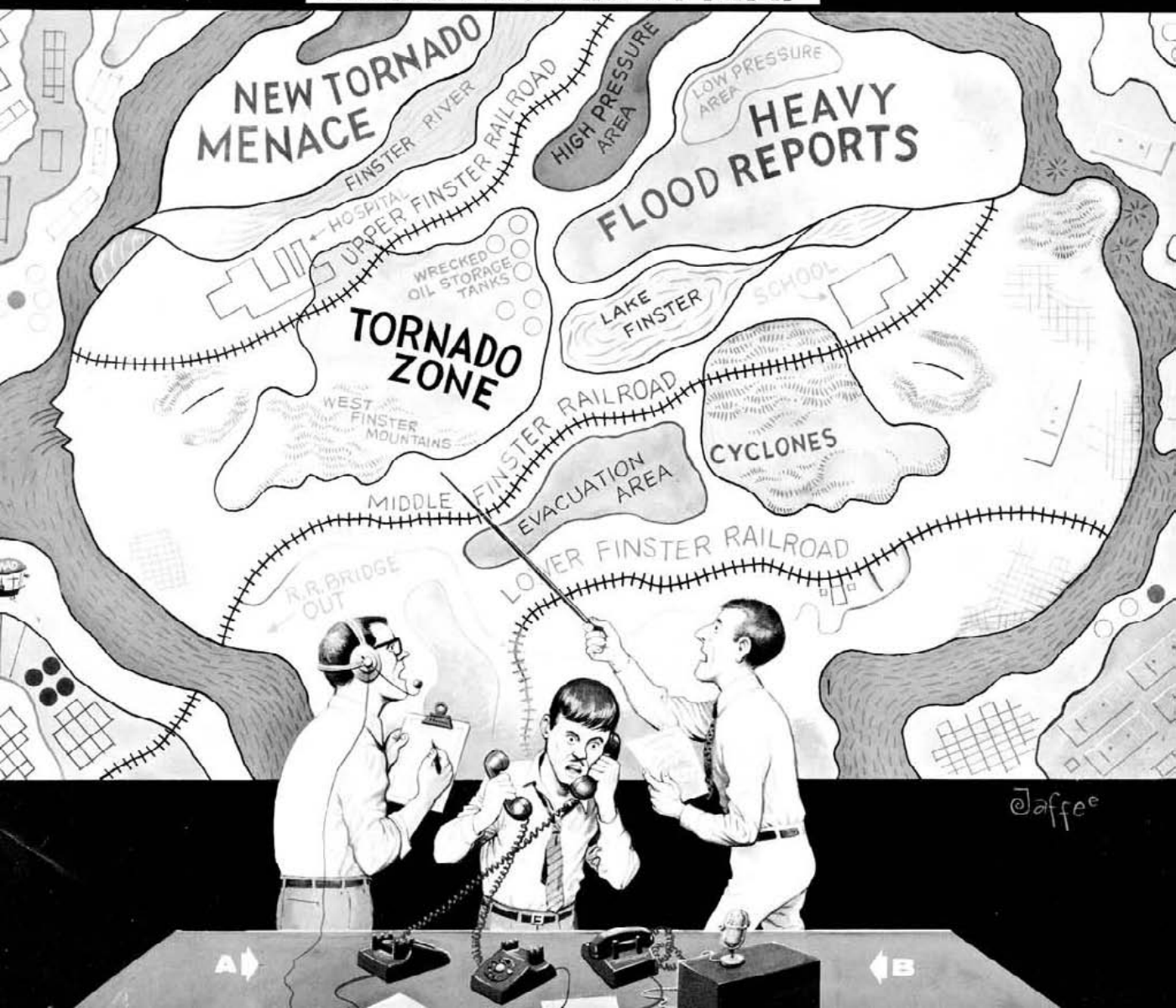


FOLD PAGE IN LIKE THIS

FOLD THIS SECTION OVER LEFT

FOLD BACK SO "A" MEETS "B"

DISASTER AREA MAP





Photography by Irving "Sudsy" Schild

MAD's Great Moments In Advertising

THE DAY THEY SHOT THE "TEN-FOOT-TALL WASHING MACHINE" COMMERCIAL IN AN 8-FOOT HIGH BASEMENT